This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3   a)   encoding, with a computer system including at least one
4   computer, one or more ad properties of an ad and including
5   the one or more encoded ad properties in a click URL,
6   wherein the one or more encoded ad properties include [[at
7   least one of (1) information indicating how the ad was
8   served, (2) information indicating advertiser charges, and
9   (3)]] information indicating how the ad was selected as a
10   candidate for serving;
11   b)   serving, with the computer system, the ad together with
12   the click URL;
13   c)   in response to a user selection of the ad,
14   i)   decoding, with the computer system, the one or
15   more encoded ad properties at an intermediate URL
16   server, and
17   ii) forwarding, with the computer system, a content
18   rendering facility of the user to an ad landing page;
19   and
20   d)   using the one or more encoded ad properties to perform,
21   with the computer system, at least one of (1) tracking the
22   performance of the ad and (2) determining advertiser
23   charges for serving the ad.

1 Claim 2 (previously presented): The computer-implemented method
2 of claim 1 wherein the one or more ad properties include ad
3 serving parameters.

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1 Claim 3 (currently amended): The computer-implemented method of
2 claim [[1]] 10 wherein the one or more encoded ad properties
3 include information indicating how the ad was served, and
4 wherein the information indicating how the ad was served
5 includes one or more of: a time the ad was served; a time the ad
6 was rendered; a rendering attribute of the ad; a position of the
7 ad within a Web page; information about other ads that were
8 rendered along with the ad; and a geolocation to which the ad
9 was served.

1 Claim 4 (previously presented): The computer-implemented method
2 of claim 1 wherein the act of encoding one or more ad properties
3 represents the encoded one or more ad properties with characters
4 from a set of K characters, where K is no more than 72.

1 Claim 5 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 64.

1 Claim 6 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 32.

1 Claim 7 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 16.

1 Claim 8 (previously presented): The computer-implemented method
2 of claim 1 wherein the encoded one or more ad properties are
3 represented with a set of K characters, and wherein the set of K
4 characters excludes one or more characters selected from a set
5 of characters consisting of "control" "space" "<" ">" and "%".

1 Claim 9 (previously presented): The computer-implemented method
2 of claim 1 wherein the encoded one or more ad properties are

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3 represented with a set of K characters, and wherein the set of K
4 characters excludes one or more characters selected from a set
5 of characters consisting of "{" "}" "|" "\" "^" "[" and "]".

1 Claim 10 (currently amended): [[The]] A computer-implemented
2 method [[of claim 1]] comprising:
3   a) encoding, with a computer system including at least one
4 computer, one or more ad properties of an ad and including
5 the one or more encoded ad properties in a click URL,
6 wherein the one or more encoded ad properties include at
7 least one of (1) information indicating how the ad was
8 served, (2) information indicating advertiser charges, and
9 (3) information indicating how the ad was selected as a
10 candidate for serving;
11   b) serving, with the computer system, the ad together with
12 the click URL;
13   c) in response to a user selection of the ad,
14   i) decoding, with the computer system, the one or
15 more encoded ad properties at an intermediate URL
16 server, and
17   ii) forwarding, with the computer system, a content
18 rendering facility of the user to an ad landing page;
19 and
20   d) using the one or more encoded ad properties to perform,
21 with the computer system, at least one of (1) tracking the
22 performance of the ad and (2) determining advertiser
23 charges for serving the ad,
24   wherein the act of encoding the one or more ad
25 properties of the ad and including the one or more encoded
26 ad properties in the click URL includes:

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27   (1 [[a]]) representing, with the computer system,

28   each of the one or more ad properties of the ad with a

29   binary value;

30   (2 [[b]]) concatenating, with the computer system,

31   each of the one or more binary values to define a

32   sequence of bits;

33   (3 [[e]]) encoding, with the computer system, the

34   sequence of bits into a sequence of characters,

35   wherein each of the characters is selected from a set

36   of K legal characters; and

37   (4 [[d]]) providing, with the computer system, the

38   sequence of characters in the click URL of the ad.

Claims 11-18 (canceled)

1 Claim 19 (previously presented): The computer-implemented

2 method of claim 10 wherein the act of encoding the sequence of

3 bits into a sequence of characters includes

4   i) dividing, with the computer system, a number

5   defined by the sequence of bits by K to obtain a

6   result and a remainder,

7   ii) selecting, with the computer system, one of the K

8   legal characters using the remainder,

9   iii) setting, with the computer system, the number to

10   the result, and

11   iv) repeating acts (i)-(iii) until the result is less

12   than K.

1 Claim 20 (currently amended): Apparatus comprising:

2   one or more processors;

3   at least one input device; and

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4   one or more storage devices storing processor-executable

5   instructions which, when executed by one or more

6   processors, perform a method of:

7   a) encoding one or more ad properties of an ad and

8   including the one or more encoded ad properties in a

9   click URL, wherein the one or more encoded ad

10   properties include [[at least one of (1) information

11   indicating how the ad was served, (2) information

12   indicating advertiser charges, and (3)]] information

13   indicating how the ad was selected as a candidate for

14   serving;

15   b) serving the ad together with the click URL;

16   c) in response to a user selection of the ad,

17   i) decoding the one or more encoded ad

18   properties at an intermediate URL server, and

19   ii) forwarding a content rendering facility of

20   the user to an ad landing page; and

21   d) using the one or more encoded ad properties to

22   perform, with the computer system, at least one of (1)

23   tracking the performance of the ad and (2) determining

24   advertiser charges for serving the ad.

1 Claim 21 (original): The apparatus of claim 20 wherein the one

2 or more ad properties include ad serving parameters.

1 Claim 22 (currently amended): The apparatus of claim [[20]] 29

2 wherein the one or more encoded ad properties include

3 information indicating how the ad was served, and wherein the

4 information indicating how the ad was served includes one or

5 more of: a time the ad was served; a time the ad was rendered; a

6 rendering attribute of the ad; a position of the ad within a Web

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7 page; information about other ads that were rendered along with

8 the ad; and a geolocation to which the ad was served.

1 Claim 23 (previously presented): The apparatus of claim 20

2 wherein the act of encoding one or more ad properties represents

3 the encoded one or more ad properties with characters from a set

4 of K characters, where K is no more than 72.

1 Claim 24 (original): The apparatus of claim 23 wherein K is 64.

1 Claim 25 (original): The apparatus of claim 23 wherein K is 32.

1 Claim 26 (original): The apparatus of claim 23 wherein K is 16.

1 Claim 27 (previously presented): The apparatus of claim 20

2 wherein the encoded one or more ad properties are represented

3 with a set of K characters, and wherein the set of K characters

4 excludes one or more characters selected from a set of

5 characters consisting of "control" "space" "<" ">" and "%".

1 Claim 28 (previously presented): The apparatus of claim 20

2 wherein the encoded one or more ad properties are represented

3 with a set of K characters, and wherein the set of K characters

4 excludes one or more characters selected from a set of

5 characters consisting of "{" "}" "|" "\" "∧" "[" and "]".

1 Claim 29 (previously presented): [[The apparatus of claim 20]]

2 Apparatus comprising:

3   one or more processors;

4   at least one input device; and

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5   one or more storage devices storing processor-executable

6   instructions which, when executed by one or more

7   processors, perform a method of:

8   a) encoding one or more ad properties of an ad and

9   including the one or more encoded ad properties in a

10   click URL, wherein the one or more encoded ad

11   properties include at least one of (1) information

12   indicating how the ad was served, (2) information

13   indicating advertiser charges, and (3) information

14   indicating how the ad was selected as a candidate for

15   serving;

16   b) serving the ad together with the click URL;

17   c) in response to a user selection of the ad,

18   i) decoding the one or more encoded ad

19   properties at an intermediate URL server, and

20   ii) forwarding a content rendering facility of

21   the user to an ad landing page; and

22   d) using the one or more encoded ad properties to

23   perform, with the computer system, at least one of (1)

24   tracking the performance of the ad and (2) determining

25   advertiser charges for serving the ad,

26   wherein the act of encoding the one or more ad

27   properties of the ad and including the one or more

28   encoded ad properties in the click URL includes:

29   (1 [[a]]) representing each of the one or

30   more ad properties of the ad with a binary

31   value;

32   (2 [[b]]) concatenating each of the one or

33   more binary values to define a sequence of

34   bits;

35   (3 [[c]]) encoding the sequence of bits

36   into a sequence of characters, wherein each

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of the characters is selected from a set of

K legal characters; and

(4 [[d]]) providing the sequence of

characters in the click URL of the ad.

Claims 30-37 (canceled)

1 Claim 38 (previously presented): The apparatus of claim 29
2 wherein the act of encoding the sequence of bits into a sequence
3 of characters includes
4   i) dividing a number defined by the sequence of bits
5   by K to obtain a result and a remainder,
6   ii) selecting one of the K legal characters using the
7   remainder,
8   iii) setting the number to the result, and
9   iv) repeating acts (i)-(iii) until the result is less
10   than K.

1 Claim 39 (currently amended): The computer-implemented method
2 of claim [[1]] 10 wherein the one or more encoded ad
3 properties include information indicating advertiser charges,
4 and wherein the information indicating advertiser charges
5 includes one or more of: a price that the advertiser will be
6 charged for the impression; a price that the advertiser will be
7 charged for a click; and a price that the advertiser will be
8 charged for a conversion.

1 Claim 40 (currently amended): The computer-implemented method
2 of claim 1 [[wherein the one or more encoded ad properties
3 include information indicating how the ad was selected as a
4 candidate for serving, and]] wherein the information indicating
5 how the ad was selected as a candidate for serving includes one

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6   or more of: search conditions that generated the page with which

7   the ad was rendered; a topic of the content with which the ad

8   was served; a concept of content with which the ad was served;

9   and an identity of the content with which the ad was served.

1   Claim 41 (currently amended): The apparatus of claim [[20]] <u>29</u>

2   wherein the one or more encoded ad properties include

3   information indicating advertiser charges, and wherein the

4   information indicating advertiser charges includes one or more

5   of: a price that the advertiser will be charged for the

6   impression; a price that the advertiser will be charged for a

7   click; and a price that the advertiser will be charged for a

8   conversion.

1   Claim 42 (currently amended): The apparatus of claim 20

2   [[wherein the one or more encoded ad properties include

3   information indicating how the ad was selected as a candidate

4   for serving, and]] wherein the information indicating how the

5   ad was selected as a candidate for serving includes one or

6   more of: search conditions that generated the page with which

7   the ad was rendered; a topic of the content with which the ad

8   was served; a concept of content with which the ad was served;

9   and an identity of the content with which the ad was served.

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